

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2018/2019

### BRS2014 – RECRUITMENT AND SELECTION

(All sections / Groups)

24 OCTOBER 2018  
9.00 a.m. – 11.00 a.m.  
(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **TWO (2)** pages with **FOUR (4)** Questions only.
2. **ANSWER ALL** questions. All questions carry equal marks.
3. Please write all your answers in the Answer Booklet provided.

**Each question carries 25 marks.**

**ANSWER ALL QUESTIONS**

**Ikea recruiting workers for Batu Kawan store in Penang**

KUALA LUMPUR: Swedish home furnishings retailer Ikea will hold a recruitment drive for its new store in Batu Kawan, Penang. The new store will provide over 200 job opportunities in the northern region. Ikea said this would be made possible through the full-time and part-time vacancies available, including roles in sales, customer relations, food & beverage, logistics, warehouse and more. Ikea Batu Kawan store manager Pathmalingam Arumugam said the company wanted to recruit individuals with a passion for home furnishing to join the team.

“At Ikea, we are driven to create a better everyday life for the many people and we reflect it in our workplace. We provide co-workers a fun and family-like environment to bring the same experience and sense of belonging for customers who visit our stores,” he said. Pathmalingam said that apart from providing exceptional career path and learning possibilities, co-workers would also enjoy a wide range of benefits.

These include medical benefits, 15% co-worker discount for all IKEA products, subsidised meals at co-worker restaurant, seasonal gifts and more. In addition, co-workers are entitled to four consecutive months of maternity leave, as well as four weeks of paid time-off for new fathers – a new policy that was introduced last year in the spirit of equality and inclusiveness.

Source: <https://www.thestar.com.my/business/business-news/2018/07/17/ikea-recruiting-workers-for-batu-kawan-store-in-penang/>

**QUESTION 1**

- (a) In the early stages of IKEA Penang opening, should the store be fully staffed, understaffed, or overstaffed? (10 marks)
- (b) Ikea Batu Kawan store manager Pathmalingam Arumugam is undecided on whether to use more flexible staffing employees or core employees.

As the Human Resource Manager, explain **FIVE (5)** possible disadvantages of using flexible staffing employees at IKEA

(15 marks)

**(Total: 25 marks)**

**Continued...**

**QUESTION 2**

- (a) Once IKEA planning process is complete, the next step in developing an effective strategic staffing system is to develop a thorough understanding of the jobs to be filled.

What are the benefits using multiple sources of job analysis for a particular job?  
(10 marks)

- (b) In line with their exciting growth, IKEA is looking for an experienced talent acquisition executive.

Suggest **THREE (3)** external recruiting sources that you think would be most effective for filling the talent acquisition executive position and explain the reasons for your choice.

(15 marks)

**(Total: 25 marks)**

**QUESTION 3**

- (a) Identify **TWO (2)** initial assessment methods you would use in IKEA external staffing decisions to hire a talent acquisition executive. Justify your recommendations.

(10 marks)

- (b) Propose **THREE (3)** substantive assessment methods you would use in IKEA external staffing decisions to hire a talent acquisition executive.

(15 marks)

**(Total: 25 marks)**

**QUESTION 4**

- (a) Describe **TWO (2)** factors that will impact on the content IKEA's job offer (Employee Value Proposition).

(10 marks)

- (b) Even the best recruiting and selection system in the world will be of little value to IKEA if the employees leave their jobs soon after being hired. Discuss **THREE (3)** costs of voluntary turnover to IKEA if the system for retaining employees are not put in place.

(15 marks)

**(Total: 25 marks)**

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